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Spotlight

ON FOREIGN MARKETING

A 280.39
F 765



U. S. DEPT. OF AGRICULTURE

TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

Reserve

MAY 7 1965

Volume VII No. 12

January 1965

C & R-158

WORKSHOP TRAINING PROGRAMS TO TAKE PLACE OVERSEAS

A series of market development administrative workshops for overseas FAS and cooperator personnel, and embassy budget and fiscal officers will be held in January-February this year.

The purpose of the workshops is to give intensive training in market development project administration with special emphasis on these areas: travel; sales and trade relations expense; personnel planning and administration; project records and accounting methods; trip, progress and fiscal reports; reimbursement voucher preparation and processing; agreement planning, writing, and clearance; and marketing plans from an administrative standpoint.

The training team will be Ken McDaniel, Deputy Assistant Administrator for Management; Jim Howard, Director, Trade Projects Division, or Keith Vice, Chief, Project Coordination Branch; and Francis Harrell, Chief, Program Funds Branch.

The meetings are scheduled as follows: January 25-26, London, U. S. Embassy, for the U. K., Sweden, and

Finland; January 28-29, The Hague, U. S. Embassy, for the Netherlands, Denmark, and Norway; February 1-2, Brussels, CCI conference room, 10 Rue du Commerce, for Belgium and Switzerland; February 4-5, Frankfurt, U. S. Trade Center, for Germany and Austria; February 8-9, Rome, IAPI headquarters, Via XX Settembre 5, for Italy, South Africa, Morocco, and Spain; February 11-12, Beirut, U. S. Embassy, for Lebanon, Egypt, Iran, Greece, India, Pakistan, and Turkey; and February 16-18, Tokyo, U. S. Trade Center, for Japan, Taiwan, the Philippines, and Hong Kong.

Copies of the planned agenda will be sent to all offices expected to be represented in the workshops. This will include the subjects to be discussed at all meetings, but not the specialized topics which certain co-operators or other attendants may wish to have discussed at certain locations only. Cooperators, attaches, and FAS/Washington personnel are invited to offer suggestions on any items which might add to the effectiveness of the workshops.

The workshop sessions will be attended by Embassy budget and fiscal officers as well as agricultural attache staff members. The overseas coopera-

tor personnel invited to attend include country directors, regional directors, regional administrative officers, accountants, and other key administrative personnel of country and regional offices in the countries indicated.

Those planning to attend are reminded to notify the attache in the country where the meeting is to be held well in advance so that hotel reservations and all necessary physical arrangements can be made for the meetings.

LEATHER SHOW IN PARIS A COMMERCIAL SUCCESS

An indication of the trade interest and sales that can result from foreign exhibits, comes in a report by Irving R. Glass, Executive Vice President, Tanners' Council of America, Inc.

In referring to the Tanners' Council exhibit at the International Semaine du Cuir in Paris, September 10-15, 1964, Mr. Glass said: "In a market development project the criteria for evaluation of commercial results must not be vague or general. The Council is glad to report that its expectations on attendance, on foreign inquiries for sources of leather and leather products, on directories and other literature issued, were all exceeded at the Semaine du Cuir. These are less important, however, in a commercial sense than the sales and development work achieved by individual U. S. tanners in attendance. For example, Mr. Herman J. Steinberg, Steinberg Brothers, New York, said: '... I've been working here ten hours a day. We have sold leather and we're going to sell a lot more.' Mr. John Laurie, Sales Manager of Armour Leather Company, com-

mented: 'I'm staying for another two weeks to follow up on the contacts we made.' And, on his subsequent return, Mr. Laurie advised that his trip had yielded a substantial volume of foreign orders for the Armour Leather Company.

"Similar views were expressed by virtually all the U. S. tanners or their representatives in Paris. One of the results of contacts made was the employment of foreign sales agents by six U. S. firms, not heretofore represented in Europe. The sampling by European manufacturers was extremely wide. The Council, for example, had brought to its exhibit, on behalf of individual tanners, about 5,000 leather swatch pads. Since these were given trade visitors only on request, the complete distribution of all company swatchpads was a remarkable indication of foreign manufacturer interest. The Official Color Books brought by the Council had been entered duty-free and could not be sold. However, prepaid orders were taken, at \$10 per copy, for 73 books to be subsequently mailed from the United States. The Council has never sold that quantity of Color Books at any other trade event.

"In summary, the second U. S. industry exhibit at the Semaine du Cuir clearly confirmed the promise of the first such venture in 1963. U. S. participation was wider, with far more U. S. tanners represented and with leading American shoe and leather goods manufacturers cooperating actively for the first time. Foreign response continued to grow. Above all, the practical consequences as measured by hard-boiled commercial criteria of sampling and sales, exceeded expectations."



"Charger", the U. S. grand champion steer, who will be a feature attraction at the January 28 - February 6 Green Week observance in Berlin. Shown with "Charger" are (L to R) Jim Hartman, FAS Live-stock and Meat Products Division; Janet Perring, who raised the steer; and Frank E. Bauder, President of the Central National Bank in Chicago, who purchased the steer for \$17,500.

U.S. GRAND CHAMPION STEER TO BE FEATURED IN BERLIN

"Charger" the grand champion steer of the 1964 International Live-stock Exposition, is being flown to Berlin as a star attraction of the U. S. beef exhibit at the annual Green Week observance, January 28-February 6. Janet Perring, the 15-year-old 4-H Club girl of LeRoy, Illinois, who raised the Angus steer, will accompany him.

This will be the first time in the 65-year history of the world-renowned Chicago livestock show that its grand champion animal has been exhibited outside the United States. The steer is being made available through co-operation of the Central National Bank

in Chicago which last November purchased the prize winner for \$17,500.

MANUFACTURERS CONTRACTING FOR USE OF CCI DESIGNS

Cotton Council International is working on a technique to bring about increased use of cotton in men's leisure wear. As of December 15, seventeen garment manufacturers in Germany, France, Austria, Belgium, Switzerland and the Netherlands had agreed to produce 34 different apparel items from the CCI promotion collection, "Casual Cottons 1965". CCI sponsored the design and introduction to the trade of the new line of men's wear designs this last fall.

Cooperating manufacturers receive free use of the designs and the benefit of a publicity and advertising program in Europe by agreeing to manufacture all of the garments in 100 percent cotton and to identify them as such at the retail level.

HERMAN LEIS HONORED AGAIN

Herman Leis, Master Chef for the Institute of American Poultry Industries, was recently voted as honorary life member of the Chefs de Cuisine in Switzerland in recognition of the innovations he introduced in preparing and serving U. S. chickens and turkeys. This is the third such recognition Herman has received in Europe. He was accorded similar honors by the Chefs of Greater Germany and the Berlin Chefs de Cuisine. Last August, he was named to the "Hall of Fame" of American Restaurant Hospitality Magazine.

FAS AND COOPERATORS HOLD WORKSHOP ON REPORTING

"Writing Useful Reports" was the theme of a FAS-Cooperator workshop at the Presidential Arms in Washington, December 3. Thirty-five representatives of the major cooperator organizations attended.

FAS representatives cited the objectives and requirements of the cooperator reports. The reports are the official record of market development, and accounting of the expenditure of Government funds and activities performed to expand dollar exports of U.S. agricultural commodities.

Emphasis was placed on the annual progress report which is due 45 days after the close of the applicable fiscal or calendar year. The report should be based on the marketing plan, covering the developments and progress in its implementation. The project number and the period covered should be clearly identified, and the report should include a summary of the main points. If there are no developments in the project, the reasons why should be so stated. Jobs handled under contract should also be reported by the cooperators. The reporting organizations are encouraged to attach exhibit material and to include success stories, particularly those that are measurable.

The cooperator semi-annual fiscal report is an essential tool specifically prepared to enable cooperator executive and FAS management to evaluate the progress and effectiveness of all active projects. An information folder—containing some of the fiscal reporting requirements, the uniform expense classifications, a sample report form,

the major discrepancies in current fiscal reporting, and comments regarding correct preparation of the fiscal report—was passed out to the cooperators and FAS representatives. It was pointed out that cooperator contributions have to be broken down by project, and that a breakdown of project management and administrative costs is necessary in the fiscal report. Cooperators should give an estimated breakdown when exact cost figures are not available.

Special reports, although not required by Title 11 FASR, are important in giving FAS and cooperator U. S. offices information on current developments in the program. These should have the same distribution as the regular reports. The special reports will assist cooperators by facilitating the preparation of these annual progress reports.

Reports from the Standpoint of FAS Commodity Divisions - Discussion
Leader, Hugh C. Kiger, Director, Tobacco Division. These points were brought out. The commodity divisions are a focal point of market development and the reports are one of their principal means of keeping informed of program developments. The reports should give a thorough accounting of the reporting period, the Who, What, Where, When, Why, and How of market development. Answers to these questions are needed - What was the money spent for? Why did you spend it? What did it accomplish? The commodity divisions are interested in the things that are not working as well as the things that are. They want to be alerted of operating problems and other matters that require attention. Trip reports should state the objectives and

accomplishments, and be more than a travelogue. Reports should be complete, but many are too long. More uniformity and concise reporting are needed. FAS and cooperator personnel should not be like the reporter described by Winston Churchill "...a genius at compressing a minimum of thought into a maximum of words"

Several of the cooperators requested additional information on FAS uses and distribution of the reports, emphasizing that the reports will be written quite differently if prepared for the trade than for FAS only. A request was also made that attache evaluation of reports be sent to cooperators as an aid in preparing future reports.

Reports from the Standpoint of Agricultural Attaches - Discussion Leader, Elmer W. Hallowell, Acting Assistant Administrator. The reports are useful to the attaches in coordinating the overseas programs, and in informing the Embassy, local government, and U. S. visitors about the market development program. Emphasis was placed on the importance of FAS and the cooperators working with the attaches at all stages of program planning and in keeping the attaches informed of program developments in the U. S. A suggestion was made by one of the cooperators that they should have more opportunity to brief the outgoing attaches and those on home leave.

Reports from the Standpoint of Cooperator Supervisory Offices - Discussion Leader, Hubert E. Dyke, U. S. Feed Grains Council. Reports help keep the home offices informed of program developments, and provide considerable information for educational programs in the U. S. to increase in-

dustry support in the market development program. Special cooperator reports are useful in informing the membership of market trends, buying preferences, and other factors of special interest to producers and tradespeople in the U. S. It is difficult to develop reporting standards for all cooperators: some are big, some are small; some have overseas supervisory offices, others do not. Circumstances do come up when a report cannot be submitted on time, but these should be held to an absolute minimum.

Ken Krogh, Deputy Assistant Administrator, summarized the workshop. One of the principal unresolved problems was the possible need for additional controls with respect to USDA uses of the reports. As a consequence, FAS will suggest that the joint Cooperator/FAS committee work on this to determine: (1) FAS needs for existing and additional uses of cooperator reports, and (2) ground rules under which such further uses will be made.

While many ideas and suggestions have been advanced, there is no pat formula for good reports that will cover all situations. There must be an awareness that reports are a vital tool in the stewardship of the market development funds. Good stewardship requires effective reporting.

ICAC CONSIDERING WORLD COTTON PROMOTION PROGRAM

Consideration was given to an international cotton promotion program with financial participation by other exporting countries, at the special International Cotton Advisory Committee meeting in Paris, November 23-28. Thirty-six of ICAC's 40 producing and consuming countries were represented.

The producing countries requested the ICAC staff to prepare an operating plan by January 1. Regional meetings of the cotton producing countries will follow, preliminary to a possible action decision at the 1965 Plenary Meeting of ICAC in May, 1965, in Washington.

The proposal includes plans for a central organization and basis for assessment of the producing countries, and incorporates elements of the pilot promotion plan of Cotton Council International in the Netherlands.

LIBERALIZED TRADE RESTRICTIONS RESULT FROM ITALIAN TEAM VISIT

Liberalization of poultry trade with Italy has resulted from a market development project of FAS and the Institute of American Poultry Industries.

In October, 1964, a team composed of Professor Aldo Ademollo, Director General, Veterinary Services, Italian Ministry of Health, and Professor Paolo Savi, Assistant Director General, was brought to the U. S. to visit poultry processing plants and production facilities. The officials were able to observe first-hand that U. S. poultry parts are cut from wholesome birds of the same quality as those which they had been buying as whole carcasses. As a result, the Italian Ministry of Health has issued instructions to its point-of-entry veterinary inspectors to permit imports of poultry parts from the United States.

In commenting on the announcement, Secretary of Agriculture Orville L. Freeman said: "This is just one example of the continuing effort to expand export markets for U. S. poultry products on a mutually beneficial basis. The decision of the Italian officials will

benefit consumers in that country by expanding the availability of wholesome poultry at reasonable prices, and help U. S. producer-processors by widening their market."



HORACE J. DAVIS, the new Assistant Administrator for Attaches. For the past four years, Horace has been the U. S. Agricultural Attache in India. Previously, he was attache in Moscow, and Director, FAS Program Development Division.

LIST OF OVERSEAS OFFICES

The January, 1965 directory of the Overseas Offices of U. S. Market Development Cooperators is ready for the printer and a copy will be coming to you shortly. Fifty-three foreign offices are listed in 27 countries. A number of changes have occurred since the last directory was issued in July, 1964, and those wishing extra copies should write to SPOTLIGHT, Foreign Agricultural Service, U.S.D.A., Washington, D.C.

